

## CLAIMS

1. (Amended) A thin design display apparatus comprising:  
a thin type display unit having a removable fitting part;  
and

5 a stand/pillar structure having an insert space,  
wherein the thin type display unit is supported by the  
stand/pillar structure, by inserting the removable fitting  
part into the insert space,

wherein the display unit has a power supply unit,  
10 wherein the removable fitting part is specified to have  
such an insert direction length that the supported state can  
be established when the removable fitting part is inserted  
into the stand/pillar structure, and,

15 wherein the removable fitting part whose one end is  
connected to the display unit by means of a rotatable rotational  
part can be pulled out from the stand/pillar structure.

2. (Amended) A thin design display apparatus comprising:

a thin type display unit having a removable fitting part;  
20 and

a stand/pillar structure having an insert space,  
wherein the thin type display unit is supported by the  
stand/pillar structure, by inserting the removable fitting  
part into the insert space,

25 wherein the display unit includes a grip handle which

can be gripped and a power supply unit,

wherein the removable fitting part is specified to have such an insert direction length that the supported state can be established when the removable fitting part is inserted into the stand/pillar structure, and,

wherein the removable fitting part of the display unit can be pulled out from the stand/pillar structure.

3. (Amended) A thin design display apparatus comprising:

a thin type display unit having a removable fitting part; and

a stand/pillar structure having an insert space, wherein the thin type display unit is supported by the stand/pillar structure, by inserting the removable fitting part into the insert space,

wherein the display unit has a power supply unit,

wherein the removable fitting part is specified to have such an insert direction length that the supported state can be established when the removable fitting part is inserted into the stand/pillar structure, and,

wherein the removable fitting part of the display unit can be pulled out from the stand/pillar structure, and a front end of the removable fitting part with respect to an insertion direction is formed with an elastic member.

4. (Amended) The thin design display apparatus according to any one of Claims 1 to 3, wherein the stand/pillar structure has an insertion guide for guiding the insertion of the removable fitting part when the removable fitting part is inserted into the insert space.

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10 5. (Amended) The thin design display apparatus according to any one of Claims 1 to 4, wherein a cushioning member that abuts the removable fitting part when the display unit is supported by the stand/pillar structure so as to prevent the removable fitting part from swaying is provided inside the insert space of the stand/pillar structure.

15 6. A thin design display apparatus comprising:  
and  
a stand/pillar structure having an insert space,  
wherein the thin type display unit is supported by the stand/pillar structure, by inserting the removable fitting part into the insert space,  
20 wherein the display unit includes a grip handle,  
wherein the stand/pillar structure includes an anti removal device for preventing removal of the removable fitting part and a removal prevention releasing device for canceling  
25 the anti removal device, and

wherein the removal prevention releasing device releases removal prevention of the removable fitting part by a force acting in the same direction as the removable fitting part is inserted into the stand/pillar structure.

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7. A display unit detaching method, wherein a thin type display unit having a grip handle and a removable fitting part is supported by a stand/pillar structure, by inserting the removable fitting part into an insert space of the stand/pillar structure, and removal of the removable fitting part is prevented by an anti removal device, comprising the steps of:

pulling up the grip handle so as to cause a force to act in the direction in which the removable fitting part is separated from the stand/pillar structure, and acting a force on the anti removal device, at the same time, in the same direction as the removable fitting part is inserted into the stand/pillar structure, so as to detach the removable fitting part of the display unit from the stand/pillar structure.

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8. A thin design display apparatus comprising:  
a thin type display unit having a stand-cum-joint; and  
a stand/pillar structure having an insert space,  
wherein the thin type display unit is supported by the stand/pillar structure, by inserting the stand-cum-joint into

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the insert space,

wherein the display apparatus can be used in a first usage mode in which the display unit is supported by the stand/pillar structure, and

5       wherein the display apparatus can be used in a second usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and used as a stand for supporting the display unit.

10      9. The thin design display apparatus according to Claim 8, wherein a backside of the display unit and one end of the stand-cum-joint are connected by a rotational part that makes them rotatable.

15      10. The thin design display apparatus according to Claim 8 or 9, wherein the display unit has a grip handle that can be gripped.

20      11. The thin design display apparatus according to Claim 9 or 10, wherein a rotational axis of the rotational part extends parallel to a width direction of the display unit, and

25      the stand-cum-joint is rotatable about the rotational axis from a position where a distal end is located on a bottom side of the display unit to a position where the distal end

is located on a top side.

12. The thin design display apparatus according to any one of Claims 8 to 11, wherein the display unit incorporates a  
5 battery in a lower side.

13. The thin design display apparatus according to any one of Claims 9 to 13, further comprising an elevation angle restraining portion which defines different permissible ranges of a angle of elevation of the display unit relative to the stand-cum-joint, between that in the first usage mode and that in the second usage mode.  
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14. The thin design display apparatus according to any one of Claims 9 to 13, further comprising an indicating portion for informing a user of a fact that a pivot angle between the display unit and the stand-cum-joint is set at a recommended angle of elevation.  
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20 15. The thin design display apparatus according to any one of Claims 9 to 14, wherein the stand-cum-joint projects down below a bottom side of the display unit when a distal end of the stand-cum-joint is set at a downmost position on the bottom side of the display unit.

16. The thin design display apparatus according to any one of Claims 8 to 15, wherein a cross section of a distal end of the stand-cum-joint is an elongate shape which is longer in a direction of a rotational axis than in a direction perpendicular to the rotational axis.

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17. The thin design display apparatus according to any one of Claims 8 to 16, wherein a cross section of the stand-cum-joint and the insert space of the stand-cum-joint are circular.

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18. The thin design display apparatus according to any one of Claims 8 to 17, wherein the stand-cum-joint includes an anti removal means for preventing removal of the removable fitting part and a removal prevention releasing means for releasing the anti removal means.

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19. The thin design display apparatus according to any one of Claims 8 to 18, wherein the stand-cum-joint includes an insert guide for guiding the stand-cum-joint when the stand-cum-joint is inserted into the insert space.

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20. The thin design display apparatus according to any one of Claims 8 to 19, wherein a cushioning member that abuts the stand-cum-joint so as to prevent the stand-cum-joint from swaying in the first usage mode is provided inside the insert

space of the stand/pillar structure.

21. The thin design display apparatus according to any one of Claims 8 to 20, wherein the distal end of the stand-cum-joint is formed with an elastic member while an elastic member is arranged inside the insert space of the stand/pillar structure, in the vicinity opposing the distal end of the stand-cum-joint in the first usage mode.
- 10 22. The thin design display apparatus according to any one of Claims 8 to 21, wherein the grip handle has a fixture portion to be fixed to the display unit and a remote controller holder formed in such a shape that a remote controller for remote controlling the display unit fits therein.
- 15 23. The thin design display apparatus according to any one of Claims 8 to 22, wherein the grip handle and the stand-cum-joint are formed integrally as a joined structure that can be connected to the display unit.
- 20 24. The thin design display apparatus according to any one of Claims 1 to 6 and Claims 8 to 23, wherein the stand/pillar structure includes a stand base portion formed so as to be placed in contact with a flat plane and a pillar portion provided upright on the stand base portion, having the insert space;

and the pillar portion is able to be rotatable relative to the stand base about an axis that is perpendicular to the flat plane.

5        25. A thin design display apparatus comprising:

          a thin type display unit having an engaging portion capable of being engaged with a projection projected from a wall surface; and

10      an angle adjuster whose one end is connected to a backside of the display unit by means of a rotatable rotational part,

          wherein the engaging portion is projected above a top side of the display unit.

26. A thin design display apparatus comprising:

15      a thin type display unit having an engaging portion capable of being engaged with a projection projected from a wall surface; and

          an angle adjuster whose one end is connected to a backside of the display unit by means of a rotatable rotational part,

20      wherein the engaging portion extending toward a distal end from a fixed end, fixed to the display unit has an inclination in a depth direction of the display unit, and

          wherein a depth of the inclination is equal to or greater than a depth dimension of the rotational part.

27. A liquid crystal display apparatus according to Claim 25 or 6, wherein the engaging portion has an annular configuration.

- 5        28. A thin design display apparatus comprising:  
            a thin type display unit having a grip handle; and  
            a stand-cum-angle adjuster whose one end is connected  
            to a backside of the display unit by means of a rotatable  
            rotational part,  
10        wherein the grip handle is arranged with its distal end  
            projected above a top side of the display unit and extends  
            from a fixed end fixed to the display unit to the distal end  
            so as to have an inclination in a depth direction of the display  
            unit,  
15        wherein a depth of the inclination is equal to or greater  
            than the depth dimension of the rotational part,  
            wherein the display apparatus can be used in a first  
            usage mode in which the stand-cum-angle adjuster is used as  
            a stand for supporting the display unit, and  
20        wherein the display apparatus can be used in a second  
            usage mode in which the grip handle is engaged with a projection  
            projected from a wall surface.  
  
29. The thin design display apparatus according to Claim 25 or 28, wherein the stand-cum-angle adjuster projects down

below a bottom side of the display unit when the distal end of the stand-cum-angle adjuster is set at a downmost position on the bottom side of the display unit.

5       30. The thin design display apparatus according to any one of Claims 25 to 29, wherein the distal end of the stand-cum-angle adjuster is an elongate shape which is longer in a direction of a rotational axis than in a direction perpendicular to the rotational axis.

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31. A thin design display apparatus comprising:  
a thin type display unit having a grip handle; and  
a stand-cum-joint whose one end is connected to a backside of the display unit by means of a rotatable rotational part,

15       wherein the display unit is supported by a stand/pillar structure, by inserting the stand-cum-joint into an insert space of the stand/pillar structure,

20       wherein the display apparatus can be used in a first usage mode in which the display unit is supported by the stand/pillar structure,

      wherein the display apparatus can be used in a second usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and used as a stand for supporting the display unit, and

25       wherein the display apparatus can be used in a third

usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and the grip handle is engaged with a projection projected from a wall surface.

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32. A thin design display apparatus comprising:  
a thin type display unit;  
a stand structure whose one end is connected to a backside  
of the display unit by means of a rotatable rotational part;  
and

an indicating means for informing a user that an angle  
between the stand structure and the display unit has been  
set at a recommended elevation angle as a result of rotation  
of the stand structure.

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33. The thin design display apparatus according to any one  
of Claims 1 to 6, 8 to 21 and 25 to 32, wherein the display  
unit has a remote controller holder formed in such a shape  
that a remote controller for remote controlling display of  
the display unit fits therein.

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34. The thin design display apparatus according to any one  
of Claims 1 to 6 and 8 to 33, further comprising a pair of  
semicircular speaker portions on the left and right of the  
display unit.

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35. A thin design display apparatus comprising:  
a thin type display unit having a grip handle;  
a power supply unit capable of supplying electric power  
to the display unit; and  
a remote controller holder formed in such a shape that  
a remote controller for remote controlling the display unit  
fits therein.

10 36. The thin design display apparatus according to Claim  
27, wherein the remote controller has a configuration that  
tapers from one end to the other while the remote controller  
holder has a inclined configuration that tapers from a top  
to a bottom of the display unit.

15 37. A thin design display apparatus comprising:  
a thin type display unit having a removable fitting part;  
and  
a stand/pillar structure having an insert space,  
20 wherein the thin type display unit is supported by the  
stand/pillar structure, by inserting the removable fitting  
part into the insert space,  
wherein the removable fitting part of the display unit  
can be pulled out from the stand/pillar structure,  
25 wherein the display unit incorporates a chargeable

battery,

wherein the stand/pillar structure has a power supply unit, and

5 wherein the chargeable battery incorporated in the display unit is charged through the power supply unit when the display unit is supported by the stand/pillar structure.